

Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 PA-04 PRS-01 CIAE-00 INR-10

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TO USDOC WASHDC
SECSTATE WASHDC 9381
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E.O. 11652: N/A
TAGS: BEXP PO
SUBJ: USA INFORMATION CENTER AT NAUTICAMPO-74; CATALOG
SHOW AND TOURISM PROMOTION MARCH 8-17 1974

REF: LISBON 4062 OF NOV 6, 1973; USDOC 19028 OF DEC 8, 1973;
LISBON 4646 OF DEC 13, 1973; LISBON 224 OF JAN 18, 1974;
LISBON 356; LISBON 1076

1. USA INFORMATION CENTER AT NAUTICAMPO-74 WAS A HIGHLY
SUCCESSFUL EXPORT AND TOURISM PROMOTION PROGRAM HELD IN
CONJUNCTION WITH LISBON INDUSTRIAL FAIR'S ANNUAL CAMPING
AND SPORTS EQUIPMENT EXPOSITION MARCH 8-17. ORGANIZED
JOINTLY BY EMBASSY COMMERCIAL SECTION AND USIS LISBON,
USA INFORMATION CENTER FEATURED CATALOGS OF MORE THAN
100 U.S. MANUFACTURERS OF RECREATION AND LEISURE TIME
EQUIPMENT, A COLOR VTR TELEVISION, PROGRAM ON THE VISIT
USA THEME, AND TRAVEL PROMOTION MATERIAL PROVIDED BY
HERTZ, PAN AM AND TWA. USA INFORMATION CENTER WAS
DESIGNED BY USIS PERSONNEL AND OPERATED BY COMMERCIAL
SECTION EMPLOYEES. TOTAL COST OF THIS EXPORT PROMOTION
EVENT WAS \$2000, WITH FUNDING FROM THE FOLLOWING
SOURCES: USDOC-\$750; USIS LISBON \$365; EMBASSY LISBON \$285;
HERTZ CONTRIBUTION \$200; PANAM CONTRIBUTION \$200;
AND TWA CONTRIBUTION \$200.
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2. SUCCESS OF THE USA INFORMATION CENTER WAS MEASUREABLE IN SEVERAL WAYS. THE HIGHLY COLORFUL DESIGN OF OUR BOOTH COMBINED WITH THE EXCEPTIONALLY WELL-MADE COLOR VTR AND THE MANY ATTRACTIVE CATALOGS AND POSTERS CAPTURED THE ATTENTION OF MOST OF THE 130,000 VISITORS TO NAUTICAMPO. AS OUR FIRST PARTICIPATION IN A LISBON INDUSTRIAL FAIR (FIL) EXPOSITION IN SEVERAL YEARS, USA INFORMATION CENTER DREW MANY FAVORABLE COMMENTS FROM LISBON BUSINESS LEADERS. THE ONE HUNDRED PLUS CATALOGS OF AMERICAN PRODUCTS WERE CAREFULLY SCRUTINIZED BY CASUAL SHOPPERS AND SERIOUS LOCAL FIRMS, I.E., POTENTIAL REPRESENTATIVES, ALIKE. NEARLY 150 WRITTEN INQUIRIES WERE RECEIVED ON THE CATALOGS, OF WHICH ABOUT 50 WERE SUBMITTED BY PORTUGUESE FIRMS SEEKING TO REPRESENT IN PORTUGAL THE CATALOG EXPOSITION PARTICIPANTS. IN ADDITION, THE VTR VISIT USA TAPES AND THE TRAVEL PROMOTION MATERIAL GENERATED SIGNIFICANT INTEREST IN USA TOURISM AND A NEW UNDERSTANDING OF COMPARATIVE TRAVEL COSTS BETWEEN THE U.S. AND EUROPE.

3. COMMENT: WHILE THE PUBLIC RELATIONS ASPECT OF THIS COMBINED USG-AMERICAN PRIVATE SECTOR VENTURE IS DIFFICULT TO QUANTIFY, WE WISH TO POINT OUT THE POSITIVE IMPACT OF THIS HIGHLY VISIBLE AND ATTRACTIVE USA BOOTH IN CONJUNCTION WITH A POPULAR EVENT SUCH AS NAUTICAMPO. THE EXPOSURE OF THE U.S. EQUIPMENT THROUGH THE CATALOG DISPLAY STIMULATED CONSUMER INTEREST. FURTHERMORE, MOST IMPORTER/DISTRIBUTORS OF SPORTS AND RECREATION EQUIPMENT IN PORTUGAL WERE PARTICIPATING IN NAUTICAMPO, PROVIDING US WITH MANY EXCELLENT OPPORTUNITIES TO PROMOTE OUR CATALOG EXHIBITION WITH THEM. FINALLY, THE VTR AND PROMOTIONAL MATERIAL PROVIDED NEW INSIGHTS INTO AMERICAN LEISURE-TIME ACTIVITIES AND CONCEPTS. WITH THE CATALOG EXPOSITION MOVING TO OPORTO FOR A TEN-DAY PROMOTIONAL EFFORT BY AMCONSUL OPORTO, WE EXPECT TO GENERATE ADDITIONAL TRADE INQUIRIES AND EXPOSURE FOR U.S. CONSUMER PRODUCTS.

4. UNDER COVER OF AIRGRAM WE ARE SENDING DETAILED EXPENDITURES REPORT, PHOTOGRAPHS OF USA INFORMATION UNCLASSIFIED

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CENTER, AND PRINTED MATERIAL USED IN PROMOTION OF THIS TP EVENT.
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Disposition Event:
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